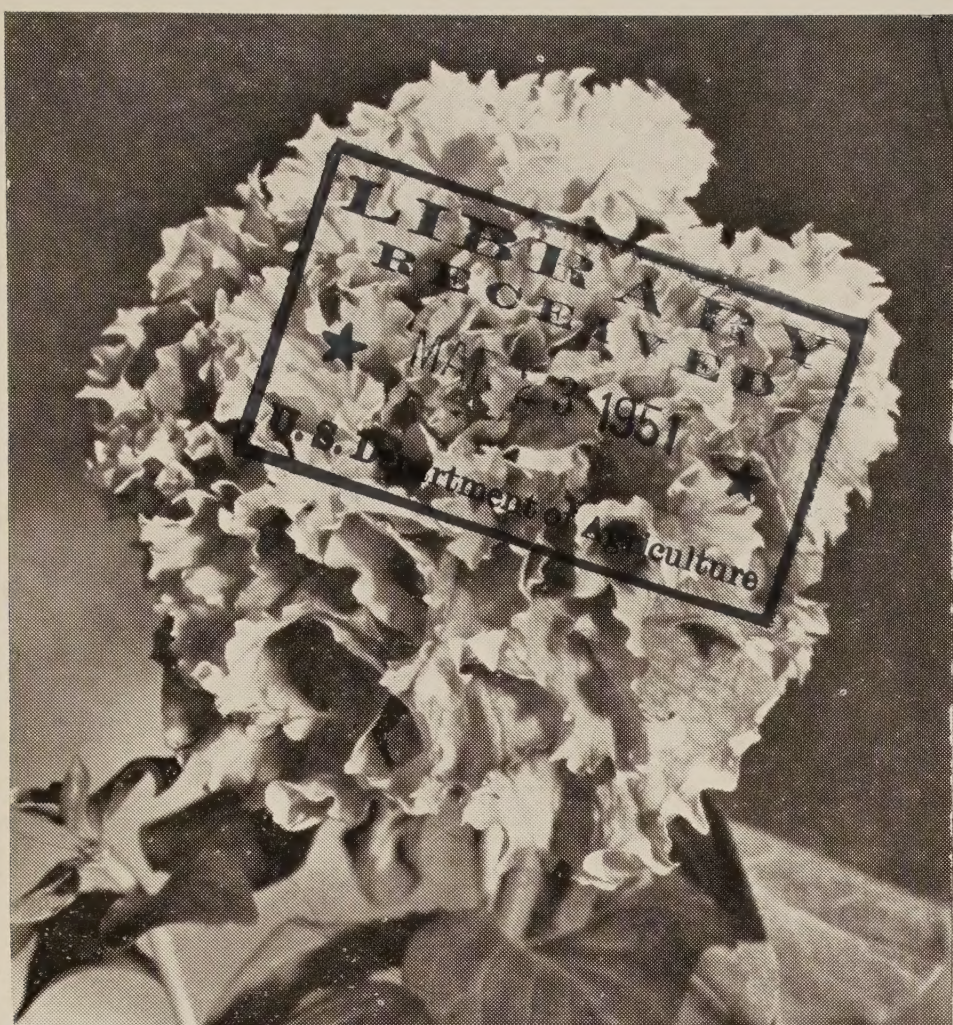


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



Retail Price List

Crop 1951

Double Petunias

Hybrid Single Petunias

Florist's Snapdragons

Pan-American Seeds, Inc.

SPECIALTY FLOWER SEEDS • *Scientifically Bred & Grown*

Paonia, Colorado



DEAR FRIENDS AND CUSTOMERS:

We're having growing pains. Our business for 1950 was 50% above that of 1949. We like it, however, because it reflects your confidence in us. We are increasing our staff and facilities in order to be better able to serve you. We have recently purchased a new farm in Costa Rica and have added to our staff in Paonia.

We must be big enough to serve and serve well those dealers in our specialties who place quality above everything else. Thus we have found it necessary to build an office staff as well as a production crew.

Since most of you have already had correspondence with him and since sooner or later you will be meeting him, I should like to introduce our new Office and Sales Manager, Mr. Waldo H. Mott. Although relatively new in the seed business, Waldo brings with him valuable training and experience in business and sales management that plant growers and breeders so often lack. I am particularly glad to have such a valuable addition to our staff, because it gives me more time to devote to breeding and production problems.

A large part of our success has been due to the unequalled job of production Claude Hope has done in Costa Rica. His new farm will insure even greater achievements from his end. If you have any shortages due to difficult production problems, let us know. Claude can probably handle it.

Charles W. Hedley
President.



HAND POLLINATION — PETUNIAS

Just one of the many steps where care and skill go into the production of our seeds.

PRICES AND POLICIES

In view of the uncertain labor and material costs, we do not feel that our prices can safely be lowered, but we are holding them at our 1950 crop levels in every instance except where necessary to correct inequalities in scaling the smaller amounts to improve the dealers' margin.

Our terms are 1% ten days, net thirty. All shipments are prepaid. Orders received via air mail are shipped via air mail and, in every instance where possible, orders are filled and shipped the same day they are received. Every order is triple checked for accuracy and is packed carefully.

Seeds are available in quantities as listed. Open pollinated varieties of snapdragons, with the exception of varieties introduced by us, are available only in bulk. Our own snapdragon introductions, both hybrid and line bred, are offered in originator packets only.

ALL-DOUBLE PETUNIAS

Although we are becoming well known for our work at breeding and production of Hybrid Snapdragons, Double Petunias still receive the greater share of emphasis with us, and are still our greatest source of pride. Nation-wide trials by the Mens' Garden Clubs of America rated our ALLEGRO the top annual for 1950 and all our entries, which included the other doubles and TANGO, BOLERO, and LA PALOMA, rated in the top ten.

One of our largest customers, who often warns us of the candid nature of their trial ground notes, sent us a copy of their notes on the improved CAPRICE which started off thus: "How good can a double petunia get?"

This year we are happy to add RHAPSODY to our list of all double petunias. This new one is the most uniform Dwarf Giant All-Double Petunia we have seen. Its huge fringed flowers are a rich Burgundy Wine-Purple and no doubt will prove very popular. Try it.

RHAPSODY

Our New Double for '52!
Deep Burgundy Wine-Purple
DWARF-VIGOROUS
Free Branching
Huge Flowers Fully Fringed
100 % Grandiflora
FINEST IN ITS COLOR CLASS
TRY IT!
Prices below
Seed available Sept. 1.

ALLEGRO

Rated as the TOP ANNUAL FOR 1950 by the Men's Garden Clubs of America! Bright deep salmon, scarlet-salmon in bud. Dwarf yet vigorous and free branching. 100 % grandiflora, flowers 3½ to 4 inches across. Beautifully fringed, fully double. Truly an outstanding double petunia.

CAPRICE

The most popular color in petunias—double or single. Bright rose. Dwarf, 100 % grandiflora, fringed, fully double, very free blooming. Is now well on its way to becoming the most popular of all double petunias. "How good can a double petunia get?"

MINUET

Lovely orchid-lavender—a beautiful and useful color. Excellent for cut flowers or pot plants. 100 % grandiflora—flowers huge and well fringed. Dwarf and vigorous.

NOCTURNE

Deep midnight-violet-purple—the deepest color in petunias. Flowers medium to large, 3 to 3½ inches across. Fringed, fully double. Plants dwarf yet vigorous. The finest purple double petunia on the market.

SONATA

Pure white. Huge deeply fringed flowers 3½ to 4 inches in diameter. Semi-dwarf, 100 % large fully double. Definitely the finest double white petunia ever developed.

Prices Above Six Varieties:

Retail Packet	\$ 1.00
½ Trade Packet	2.50
Trade Packet	4.00
1/128 Ounce	7.60
1/64 Ounce	14.45
1/32 Ounce	28.75
1/16 Ounce	57.00
1/8 Ounce	109.00
1/4 Ounce	212.00

Retail prices, regular discount to dealers

GLORIOUS MIXTURE IMPROVED

Now above 95% grandiflora.

Last year's crop of Glorious Mixture was rated as the best balanced and truest to type mixture available. Our 1951 crop mixture will excell even that rating. With the addition of our new introduction, RHAPSODY, Glorious Mixture achieves even wider color range and becomes almost 100% grandiflora.

Glorious Mixture is not grown as a mixture but is made up according to formula from the straight colors of our finest all-double petunias. It is mixed in these proportions: Allego, 25%; Caprice, 35%; Sonata, 20%; Rhapsody, 10%; Nocturne, 5%; Minuet, 5%.

Prices of GLORIOUS MIXTURE

Retail Packet90
½ Trade Packet	2.00
Trade Packet	3.50
1/128 Ounce	6.65
1/64 Ounce	12.80
1/32 Ounce	23.75
1/16 Ounce	47.00
1/8 Ounce	92.60
1/4 Ounce	183.80

Retail prices, regular discount to dealers

AMERICA IMPROVED

A real improvement over the original of this popular variety. Bright Better Times Rose or about the color of Petunia Topaz Queen. Flowers 2½ inches across, plain edged. Plants vigorous, dwarf and compact.

Prices of AMERICA IMPROVED

Retail Packet50
½ Trade Packet	1.25
Trade Packet	2.00
1/128 Ounce	3.50
1/64 Ounce	6.50
1/32 Ounce	11.00
1/16 Ounce	21.00
1/8 Ounce	41.00
1/4 Ounce	80.00

Retail prices, regular discount to dealers

DWARF FRINGED HYBRID SINGLE PETUNIAS

This class is the newest, and in our opinion the most important innovation in Petunias since the All-Double Petunias were first introduced. Here we have hybrid vigor combined with the first really uniform true-to-type grandiflora single petunias. Many new and exciting varieties are yet to come in this class.

Due to unexpected popularity, TANGO and LA PALOMA, seed was short this year. Please order early that we may better gauge our production. Such rapid increases in demand sometimes catch us short.

BOLERO

Gorgeous carmine-rose pink. Flowers giant, well ruffled and fringed—3½ to 4 inches across. Plants uniform, dwarf, compact. Outstanding either as a pot plant or in the garden where it blooms profusely all summer. More vigorous and larger flowered than Setting Sun and the other Dwarf Erfurts.



TANGO

The reddest of all Grandiflora Petunias

Bright, deep scarlet-salmon. The brightest color in petunias. Actually deeper in color than Carmencita, also larger flowered. Makes a blazing mass of color in the garden but still dwarf enough for pot plants. The most popular of our hybrid singles and is truly sensational wherever grown.

LA PALOMA

Pure white with yellow throat. Large, well fringed flowers—100 % grandiflora. Very uniform and vigorous. Sown Dec. 1, LA PALOMA makes a gorgeously beautiful Easter pot plant.

Prices of F-1 GRANDIFLORA PETUNIAS

Retail Packet60
½ Trade Packet	1.00
Trade Packet	2.00
1/128 Ounce	3.80
1/64 Ounce	7.45
1/32 Ounce	15.00
1/16 Ounce	29.00
1/8 Ounce	56.50
1/4 Ounce	110.20

Retail prices, regular discount to dealers

"MULTIFLORA" PETUNIAS

F-1 Hybrida Compacta (Small Flowered)

ROSE CHARM—Clear luminous rose—just a little lighter than Topaz Queen. Dwarf compact. Hybrid vigor makes Rose Charm the most showy of all petunias. Height 12 to 16 inches. Instead of growing tall and falling over, Rose Charm spreads by lateral branches, a single plant often reaching three feet in diameter. Five plants, under favorable conditions, will fill a bed three feet wide and twenty feet long!

Prices of ROSE CHARM

½ Trade Packet60
Trade Packet	1.00
1/128 Ounce	1.90
1/64 Ounce	3.70
1/32 Ounce	7.25
1/16 Ounce	14.00
1/8 Ounce	27.50
1/4 Ounce	53.00

Retail prices, discount to dealers

DWARF GRANDIFLORA SINGLE PETUNIAS

Line Bred Varieties — Hand Pollinated Seed

CARMENCITA — Deep scarlet salmon. A striking color. Surpasses in brilliance anything yet seen with the possible exception of Tango, Dwarf Erfurt type. Restricted well branched growth makes Carmencita perfect for pot plants. About 80% grandiflora. Gaining in popularity every year and has ranked as one of our best sellers since introduction.

ROSITA—Creamy rose with netted throat. Large heavily ruffled and fringed flowers on compact, well branched plants. Vigorous and free branching, yet dwarf and uniform. An outstanding petunia either in pots or in the garden. The fact that we have sold out of Rosita before harvesting the seed the past two years is an indication of the popularity of this variety. Every effort is being made to have an adequate supply from 1951 crop.

COLORADO SUNSET — Light rose pink, dwarf, fringed. Well branched and vigorous—more vigorous than most Dwarf Erfurts. Fine for pots and the only light pink in the class. Certainly should be grown by all who grow the Dwarf Erfurts.

Prices of Above Three Varieties:

½ Trade Packet45
Trade Packet80
1/128 Ounce	1.10
1/64 Ounce	2.10
1/32 Ounce	4.00
1/16 Ounce	7.60
1/8 Ounce	14.45
1/4 Ounce	27.55

Retail prices, regular discount to dealers

FLORISTS' HYBRID SNAPDRAGONS

This is a field in which we have already been able to perform considerable service not only in breeding and growing our own varieties, but also by growing seed for other breeders. Hybrid Snapdragon seed is definitely less scarce because of our entry into this field. Competition in the breeding of hybrid snaps is keen, for there are many good breeders in the field. Nevertheless our varieties are definitely making a place for themselves. Check with the growers who have tried them.

MOUNTAIN PINK

Clear medium pink color identical to that of Chevoit Maid and Christmas Cheer. Early, only slightly later than Christmas Cheer. Very vigorous clean grower with long, strong stems and large spikes. Outstanding for stem length and strength. Florets large and well spaced on the excellent spike. The first strong growing hybrid in the medium pink class and one of the finest in any color. Has been tested by experts in all sections of the country with excellent results.



MOUNTAIN
PINK

GOLD MINE

Deep golden yellow, slightly fringed. Early with exceptionally strong fine stems and spikes with perfect placement of large florets. This has been judged an outstanding hybrid snapdragon by all who have seen it including foremost snapdragon growers. Some say that it is the best yellow on the market. Certainly there are few if any better in any color. Adapted for any section or any type of growing conditions. Early enough to be in bloom for Christmas if sown in July, yet strong enough for late Spring and Summer cloth house cut flower production.

SNOW HYBRID

Pure white, large fringed florets beautifully placed on the spike of medium length. A strong vigorous grower that produces heavily and then comes back for a second and third crop. Breaks heavily from the base and should be pinched early to second pair of true leaves. Beautiful dark green foliage. May be had for Christmas if sown in late June, though the best crops are produced in March and April from a late August or September sowing.

INDIAN SUMMER

Medium bright Afterglow bronze—just a little lighter than Lady Dorothy. Early, yet strong and vigorous with strong stems and spikes with medium sized florets. The first good hybrid in this color class.

SUNGLOW

Light yellowish bronze—a new and lovely color in hybrid snapdragons. Early, strong grower. Very vigorous and an excellent producer with long, strong stems and spikes. Introduced last year, SUNGLOW is proving to be extremely popular.

RED WING

Deep velvety red, not the sickening wine red common to so many red varieties. Has enough yellow in it to brighten the color. Early. Spikes and stems excellent for a red snap. Frankly, good red snapdragons for the florist are hard to breed, but we guarantee this to be far superior to any line bred red snapdragon and equal to any hybrid introduced so far.

DOUBLE SNAPDRAGON

SNOWDRIFT—Pure White, 95% full double flowers with massive spikes. Individual florets resemble small gardenias and make beautiful corsages. Midseason to late recommendation, Snowdrift is best from March to May. Our improved strain has been proven to be very satisfactory and is becoming very popular.

PRICES FOR HYBRID AND DOUBLE SNAPDRAGONS ABOVE

½ Trade Packet\$1.75

Trade Packet 3.00

The above snapdragons are offered in originator packets only, with the regular trade discount to dealers.

FORCING SNAPDRAGONS

Standard Line Bred Varieties

Good true-to-name seed of the popular forcing varieties of snapdragons is often hard to get or of poor viability. Our high cool mountain climate is ideal for the production of strong healthy seed, and as a result of popular request, we are growing seed of several varieties. We will add others as the demand grows.

ETHEL—Yellow midseason, popular greenhouse variety.

MARGARET—Creamy white strong spikes, popular.

YODER'S 33—Medium pink long stems and spikes.

PEACE—Pure white. Early.

JERSEY MAID—Light rose pink, large florets huge spikes. Mid-season. The originator of this popular variety could not supply viable seed, so we are happy to announce we are able to grow strong viable seed of this beautiful snap. Seed ready in early September.

COLORADO PEACH—Medium light bronze, midseason, strong stems, large florets on long full spikes. Our own introduction, available in originator packets only. New crop seed ready May 1.

Prices Above Six Varieties:

½ Trade Packet	80c
Trade Packet	1.50
1/32 Ounce	3.50
1/16 Ounce	6.00

Retail Prices—Discount to dealers

GIANT MAXIMUM SNAPDRAGON

VELVET GIANT—Deep velvet red, tall and large flowered. Produced by Dr. Mabel Ruttle Nebel at the New York Experiment Station at Geneva, New York. The individual florets are often 2½ inches across and are borne on huge spikes. The plants are tall and late and are not adapted for forcing, but make wonderful cut flowers in cloth house or outside. Our strain is reselected and is a great improvement over the original.

Prices of VELVET GIANT

½ Trade Packet60
Trade Packet	1.00
1/128 Ounce	1.80
1/64 Ounce	3.25
1/32 Ounce	6.00
1/16 Ounce	11.40

Packet prices, discount to dealers

TETRAPLOID SNAPDRAGONS

We have pioneered in this class of snapdragons since back in 1940 when Tetra Snaps were first produced at the Geneva, N. Y., Experiment Station. We were the first to develop a Tetraploid F-1 Hybrid Snapdragon. (Pan-AMERICAN PINK 1948) and the first to introduce a true color Tetra (TETRA YELLOW 1949). Due to the increasing demand for this class of snapdragons, this year we are listing two new mixtures TETRA PINK SHADES and a MIXTURE. We will also grow a limited quantity of U. S. D. A. No. 6, the best of the three introduced by Dr. Emsweller of the Beltsville Experiment Station. We have a backlog of the best material available in Tetra Snaps, so watch us for the better new developments in this class.

TETRA YELLOW—Huge spikes and large florets, bright yellow. Comes into bloom in May from November sowing. Makes the diploids look tiny. Good cut flowers whenever grown, but recommended for spring forcing, outdoor and cloth house culture.

TETRA PINK SHADES—Light pink to deep rose. Tall. Long spikes, huge florets, vigorous plants. With the exception of Pan American Pink, this is the finest tetra snapdragon.

TETRA MIXED—All colors mixed. Good balance of colors with predominance of pink shades and contains yellow, bronze, white, and red in smaller proportion. Tall, good spikes.

Prices for TETRA SNAPDRAGONS

½ Trade Packet60
Trade Packet	1.00
1/128 Ounce	1.80
1/64 Ounce	3.25
1/32 Ounce	6.00
1/16 Ounce	11.40

Retail prices, regular discount to dealers

TETRAPLOID HYBRID!

PAN AMERICAN PINK—A tetraploid hybrid! Soft rose pink. Huge florets 2½ inches across well spaced on tremendous long spikes. For late forcing or cloth house culture. Fine for outdoor cut flower production. Pan-American Pink has had very favorable comment from Penn State College and all who have tried it. This is the outstanding tetra snap to date—the giant of all snapdragons.

Prices for PAN AMERICAN PINK

½ Trade Packet	\$1.75
Trade Packet	3.00

The above snapdragon is offered in originator packet only, with regular trade discount to dealers.

CUSTOMER'S ORDER BLANK

Please send the following to

Name

R. F. D. or St.

Post Office

State

Ship Via. Amt. Enc. \$.....

VARIETY	QUANTITY	AMOUNT
Dcuble Petunias		
Allegro		
Caprice		
Minuet		
Nocturne		
Rhapsody		
Sonata		
Gloricus Mixture		
America Improved		
Dwarf Fringed Hybrid Single Petunias		
Bolero		
La Paloma		
Tango		
"Multiflora" Petunias		
Rose Charm		
CARRIED FORWARD		

CUSTOMER'S ORDER BLANK

(Continued)

VARIETY	QUANTITY	AMOUNT
BROUGHT FORWARD		
Dwarf Grandiflora Single Petunias		
Carmencita		
Colorado Sunset		
Rosita		
Florists' Hybrid Snapdragons		
Gold Mine		
Indian Summer		
Mountain Pink		
Red Wing		
Snow Hybrid		
Sunglow		
Double Snapdragon		
Snowdrift		
Giant Maximum Snapdragon		
Velvet Giant		
Tetraploid Hybrid Snapdragon		
Pan-American Pink		
Tetraploid Snapdragons		
Tetra Mixed		
Tetra Pink Shades		
Tetra Yellow		
TOTAL		

